

Summary

AI-driven design leader with an entrepreneurial spirit and a hands-on builder who ships AI-powered products end-to-end. I help define collaborative processes that improve how design works with product and engineering. I build high-performing, high-retention teams that move fast without losing craft, support or empathy.

Recognition

Patent-holder: Design-to-Engineering pipeline for global design system
 Capital One: Mark of Distinction, 2020
 Ticketmaster Masters Award: Team of the Year, 2018
 NYTimes Punch Award, 2012
 NYTimes Publisher's Award, 2011
 NYTimes Publisher's Award, 2010
 INMA: Ad Sales & Promotions, 2010

Education

California Institute of the Arts
 Bachelor Fine Arts, Graphic Design, 2003

Clients & Brands

DISH
 Sling TV
 NETGEAR
 Capital One
 Ticketmaster
 DirecTV
 BuzzFeed
 The New York Times
 Times Square Visitor's Center
 Comcast
 Cablevision
 AT&T
 Panasonic
 Sony
 XBox
 Blockbuster
 LVMH
 MTV
 A&E
 NFL Network
 Style Network
 Target

Platforms

Mobile (1ft)
 Web (2ft)
 Set-top box, IPTV, Gaming (10ft)
 Animated narrative videos
 On-air broadcast graphics

Experience

Independent / Founder

AI Product Builder & Co-Founder, Feb 2026 - Present

Design, build, and ship AI-powered products end-to-end, from concept to App Store.

- Created and launched 3 iOS apps — Teller, Teller Family, and The Usher — turning photos into AI-generated stories and helping users find movies to watch and where.
- Created AI Simply (aisimply.ai), plain-language guides that help non-technical people use AI better. Based on two AI workshops I've led.
- Co-founded Stridable (stridable.com) with two partners, an EdTech platform helping parents of dyslexic children navigate federal and state law and find resources.

AXS

VP of Product Design, Mar 2025 - Present

Leading product design and user research across AXS's consumer and enterprise platforms, setting design vision and driving AI adoption with measurable impact.

- Built a user research discipline from the ground up, embedding task-driven usability and generative research into product and roadmap decisions.
- Advocated for, secured buy-in, and shipped AXS's first design system, partnering with engineering for consistency and speed across platforms.
- Led AI adoption across the design org, driving measurable gains in quality and efficiency. Designers saved hours and days, and unlocked new capabilities.
- Ran two 100-person "Intro to AI for Non-Technical Teams" workshops, scaling AI literacy across the broader organization.
- Elevated design as a strategic partner to Product, Engineering, and Marketing on quarterly priorities and long-term vision.

DISH

Director of UX & User Research, Dec 2022 - Mar 2025

Led product design and user research for all Sling TV and DISH properties, playing a key strategic role on quarterly priorities and long-term vision.

- Increased Customer Satisfaction (OSAT) YOY +13pts.
- Increased viewership YOY for 18 consecutive months through product improvements, including new sports experiences (+58%), Profiles (+54%), and Rewards (+20%).
- Launched a global navigation and Channel Shopper on sling.com, multiplying conversion by 3.5x.
- Patent-holder for a Figma-Pipeline-Code Design System that reduces front-end dev and visual QA time across 14 devices spanning 10ft, 3ft, and mobile.

NETGEAR

Sr. Director of UX & User Research, Aug 2021 - Aug 2022

Led consumer apps & subscription services. Grew a team to 18 UX Designers, Managers & User Researchers, including 6 contractors in India.

- Elevated research as a core function, expanding generative research and embedding insights, A/B testing, and iteration to raise the team's quality bar.

Capital One - Auto Navigator

Director of Product Design, Nov 2020 - Aug 2021

Raised the bar for UI and content strategy for web, iOS & Android apps, managing a team of 8, including 2 managers and 1 Lead Designer.

- Led strategic direction, design, and content strategy for a 10-week redesign effort, of 2 collaborating with cross-functional partners to define scope.

Experience (Cont'd)

- Redesign lifted all conversion funnel metrics that lead to a loan application, resulting in a +4.5% increase in funded loans. Earned a Mark of Distinction Award.
- Redesign also improved Searches +16%, number of Customers Saving Cars +20%, number of Saved Cars Per Customer +3x, Completed Applications +13%.
- Coached new product managers on setting priorities, managing scope and timelines, and delivering actionable metrics.

Ticketmaster

VP Product Design, Oct 2017 - Aug 2020

Up-leveled the quality of design across Ticketmaster's web and native apps, leading to an increase in NPS of +42pts. Managed a team of 20 at all levels, including copywriters. Led design & development of Ticketmaster's first global design system and component library across B2B & B2C, resulting in greater quality, consistency, and speed to market.

- Developed a multi-year Vision, tested concepts with users, and led cross-functional squads to strategically break down concepts into a multi-quarter strategy based on OKR's and value vs effort.
- Oversaw Growth Initiatives that grew Sign In +33%, Favorites +5x, Push Opt In +71%, MAU +34%.
- Reimagined the role content could play in top traffic pages, driving SEO Traffic +22%, Fan Retention +9%, Ticket browsing +12%, and SEO-Driven Revenue +17%.
- Improved the design team's role as a key strategic partner by developing subject matter experts using a Pod-based team structure. Awarded Team of the Year.
- Developed a fan-first approach to design and product decisions by analyzing fan feedback, initiating A/B tests, qualitative and quantitative research.

DirecTV / AT&T

Associate Director Product Design, Feb 2015 - Oct 2017

Oversaw the core UX and interaction design of DirecTV Stream, a new (0-1) live video streaming product, across 10+ platforms.

- Established a unified interaction / motion design system for all platforms, accounting for differences in remote control devices, screen size, and mobility.
- Hired & managed a team of 6 designers, animators, and design engineers to build innovative interaction designs.
- Established motion design as a core discipline by teaching ~30 UX designers basic prototyping skills and how motion shapes UI/UX decisions.

The New York Times

Sr. Art Director / Creative Director Marketing, 2009 - 2012

Led a team of 10 designers and developers on all digital and print campaigns. Directed creative for the industry-leading NYTimes Paywall and earned a Publisher's Award for a 9/11 tenth-anniversary multimedia exhibit.

UX Manager - R&D Ventures, 2012 - Nov 2013

Led UX for Ricochet, a B2B content marketing platform built as an internal startup, managing 2 developers and shaping strategy from customer feedback.

OTHER PAST ROLES**BuzzFeed Motion Pictures**

Director of UX & Graphics Manager, Nov 2013 - 2015

Schematic

Motion Director & Art Director, 2004 - 2009